

- 44 -

**TRANSGENIC PLANTS CONTAINING MOLECULAR
DECOYS THAT ALTER PROTEIN CONTENT THEREIN**

Abstract

5 The present application describes isolated nucleic acids that contain a *Nic* gene
product responsive element, and the use thereof in methods of producing transgenic
tobacco plants having reduced levels of nicotine and/or TSNA therein, as well as
other plants or host cells that contain altered levels of a protein of interest therein due
10 to inclusion of a *cis*-acting decoy element therein.

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